

## Message Text

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PAGE 01 KUALA 02915 271203Z

46

ACTION COME-00

INFO OCT-01 EA-06 ISO-00 EB-07 /014 W

----- 073302

R 270950Z MAY 75

FM AMEMBASSY KUALA LUMPUR

TO AMEMBASSY SEOUL

INFO AMCONSUL HONG KONG

AMEMBASSY SINGAPORE

SECSTATE WASHDC 9996

LIMITED OFFICIAL USE KUALA LUMPUR 2915

E.O. 11652: N/A

TAGS: BDIS MY

SUBJ: KOREAN FIRM CLAIMS TO ASSEMBLE PIANO MADE FROM U.S.  
COMPONENTS

1. NORMAN JOHNSON, DIRECTOR OF INTERNATIONAL DIVISION,  
BALDWIN PIANO & ORGAN CO. CALLED ON COMMATT TO DISCUSS  
CLAIMS MADE BY SAM ICK PIANO COMPANY, A KOREAN PIANO  
MANUFACTURER. ACCORDING TO JOHNSON, SAM ICK IS CLAIMING  
THAT ITS PIANO, MARKETED UNDER BRAND NAME OF "HORUGEL"  
IS ASSEMBLED IN KOREA FROM PARTS MANUFACTURED IN U.S.  
(COMMATT VERIFIED THIS BY CALL TO LOCAL AGENT OF SAM  
ICK). JOHNSON CLAIMS THAT HIS COMPANY HAS HAD LONG  
AND UNHAPPY HISTORY OF DEALINGS WITH SAM ICK. ACCORDING  
TO JOHNSON, "HORUGEL" ENTIRELY MANUFACTURED IN KOREA  
WITH ONLY RAW SPRUCE BEING IMPORTED FROM U.S. HE STATED  
THAT SAM ICK AGENTS IN HONG KONG, SINGAPORE AND MALAYSIA  
ARE ENJOYING EXCELLENT SALES, AT U.S. PIANO MANUFACTURERS'  
EXPENSE, BECAUSE OF CLAIM THAT "HORUGEL" ASSEMBLED  
FROM PARTS MANUFACTURED IN U.S.

2. COMMATT WOULD LIKE TO RAISE THIS ISSUE WITH GOM  
CONSUMERS PROTECTION AGENCY. BEFORE DOING SO, HOWEVER,  
WOULD APPRECIATE EMBASSY SEOUL'S VERIFYING THAT  
"HORUGEL" ACTUALLY MANUFACTURED IN KOREA AND NOT  
ASSEMBLED FROM U.S. COMPONENTS.

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UNDERHILL

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NNN

## Message Attributes

**Automatic Decaptoning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 27 MAY 1975  
**Decapton Date:** 01 JAN 1960  
**Decapton Note:**  
**Disposition Action:** RELEASED  
**Disposition Approved on Date:**  
**Disposition Authority:** greeneet  
**Disposition Case Number:** n/a  
**Disposition Comment:** 25 YEAR REVIEW  
**Disposition Date:** 28 MAY 2004  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
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**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
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**Original Handling Restrictions:** n/a  
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**Reference:** n/a  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** greeneet  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 15 JUL 2003  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <15 JUL 2003 by KelleyW0>; APPROVED <14 NOV 2003 by greeneet>  
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**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** KOREAN FIRM CLAIMS TO ASSEMBLE PIANO MADE FROM U.S. COMPONENTS  
**TAGS:** BDIS, MY  
**To:** COM SEOUL  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006